

# **REEL FOCUS BC EQUITY AND EMERGING DEVELOPMENT PROGRAM GUIDELINES 2020-21**

**PART OF THE \$2 MILLION DOMESTIC MOTION PICTURE FUND**

# EQUITY AND EMERGING DEVELOPMENT PROGRAM

## *PART OF THE DOMESTIC MOTION PICTURE FUND*

The Domestic Motion Picture Fund is a new \$2 million investment committed in 2020 from the Province of British Columbia to support the activities of BC based content creators and producers. It represents the first dedicated funding since 2003 to cover all phases of work.

This fund will be administered through a variety of targeted program streams, to ensure intersectional support across all phases of a project, genres and formats, between emerging and experienced content creators, and equitable access for under-represented groups.

Note: the following guidelines are specific to the first stream being released under the Domestic Motion Picture Fund: the Equity and Emerging Development Program. **Other streams will follow, targeted for different needs, experience levels and phases of production.**

## AIMS + OBJECTIVES

The Equity and Emerging Development Program aims to provide direct and targeted support to projects in development from two key groups that historically face barriers to access:

- **Emerging filmmakers;** and
- **Filmmakers (whether emerging or experienced) from the following underrepresented groups:** Indigenous, Black, People of Colour, LGBTQ2S+ and people with disabilities.

Program goals are:

- To uncover new and diverse voices who may not have previously benefited from the mainstream media funding landscape;
- To support projects during the development stage that reflect and enhance the cultural diversity of the province; and
- To provide opportunities for developing commercially ready and market viable projects.

**Development** phase funding of **up to \$10,000** per project will be available. No market triggers or other financing support are necessary to apply. Either individuals or companies may apply.

Note: up to \$200,000 is available to be allocated from this program.

Decisions will be **selective** and **competitive**, and informed by a peer review process.

The deadline to apply is **Friday April 9 at 11:59pm PST.**

# APPLICANT ELIGIBILITY

Individuals applying must:

- Be a BC resident – either a Canadian citizen or a Permanent Resident – who has resided in British Columbia for at least 200 of the 365 days prior to the application;
- Have filed income tax returns in BC for the taxation year prior to the application;
- To apply as an applicant from an **underrepresented group**, you must actively self-declare within one or more of our key equity groups (Indigenous, Black, People of Colour, LGBTQ2S+ or people with disabilities) during the application process;
- To apply as an **emerging filmmaker**, you cannot have more than one professional credit in the key role you are applying as: director, writer and/or producer.

For the purposes of this program, a professional credit means a writer, director or producer credit on a project that:

- Is completed outside of film school or an industry training opportunity;
- Was financed using mainstream funding sources (such as Telefilm Canada, the CMF, broadcaster or online subscription services licensing etc.); and
- Subsequently either played on a broadcaster or online subscription service, was released theatrically, or toured extensively through major film festivals.
- Projects that were primarily self-financed (credit, loans, crowdfunding sources etc.) do not need to be counted as a professional credit.

Companies applying must:

- Be a company incorporated in British Columbia or Canada with its head office in British Columbia; and
- The primary owner / majority common voting shareholder(s) of the applicant company must meet the individual criteria.

Whether applying as an individual or company:

- 100% of the copyright of the project being developed must be owned, controlled, or optioned by the applicant.<sup>1</sup>
- You must be in good standing with Creative BC.

As the intent of the program is to support work from emerging and underrepresented groups, in the case of a project with multiple people attached in any of 3 key creative roles (writer, director and/or producer), at least 50% of the key creative team must be considered emerging or underrepresented according to the stream they apply in.

Each applicant may only submit one application to this program and should not be attached to multiple applications in different key roles.

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<sup>1</sup> exception may apply for inter-provincial or international treaty co-productions. Contact us to confirm eligibility.

# PROJECT ELIGIBILITY

BC owned and/or controlled projects from all genres, lengths, formats and intended commercial distribution are encouraged to apply, with a few exceptions (see below).

Projects that receive funding must ultimately be produced in British Columbia – although it is not a requirement that the subject matter is BC-based, nor that the project is shot in BC.

The following type of projects are NOT eligible to apply:

- Shorts under a broadcast ½ hour;
- Web series.<sup>2</sup>
- Excluded productions as defined by the Film & Television Tax Credit Regulations including, but not limited to: pornography, talk shows, news, live sports events, game shows, reality television, and advertising.

# ELIGIBLE DEVELOPMENT ACTIVITIES

A range of early conceiving and development phase activities and costs are eligible, including:

- Acquisition of rights or optioning fees;
- Research or conducting interviews;
- Script writing (all phases);
- Production of a demo tape, storyboards or animatic;
- Workshopping;
- Pre-production planning, finance packaging and/or casting;
- Business affairs and legal services associated with the above activities;
- In the case of a company applicant (or an individual applicant applying in the role of producer) producer fees and corporate overhead can be included.

Activities should be new costs for this phase of development. Creative BC will not finance costs retroactively, that were incurred prior to contracting.

# APPLICATION PROCEDURE

Applicants are asked to complete an online application form that will cover:

- Your personal story. i.e. your “mosaic of success” (maximum 1000 words) -
  - We want to hear about how you got here – what is your background?
  - What projects you have worked on and in what capacity?
  - Where is your creative path taking you?
  - How do you intend to achieve your personal goals?

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<sup>2</sup> excluded Web series are series intended for self-distribution on a video or social media platform such as Snapchat, Tik Tok, Twitch, Vimeo or Youtube. Projects intended for broadcast or distribution on internet subscription services or VOD, such as Netflix or Amazon Prime, are encouraged.

- Information on your project:
  - A brief logline for your project (maximum 140 characters).
  - A description of your intended project - what is it about? (maximum 500 words)
  - An outline of the intended development activities
  - A proposed financing plan and budget
  - An idea of who you think the audience your project is intended for; and how you intend to reach that audience once your project is complete. (maximum 500 words)
  - Why is your project important? Why does it need to be told now? (maximum 250 words)
- Information on key personnel (writer, director and producer)
  - Who is involved in your project? Include role, short bios and background information.
  - This will include declaration forms for each key personnel.

A full checklist is available on our website to guide you through the application process.

Applicants may qualify as both emerging and from an underrepresented group. In this case, the applicant can choose which group they wish to be adjudicated in. There will be separate application forms for each group.

Applications are due by **Friday April 9 at 11:59pm PST.**

## EVALUATION + SELECTION

The review process will be selective and competitive, based on several factors that consider both the proposed project *and* the potential of the applicant.

The criteria will include:

- The strength of the project idea, including fresh, innovative or previously unheard stories;
- The viability of the project, to move forward and secure production support;
- The impact of the project to reach and connect with an audience;
- Capacity, knowledge and background of the applicant;
- Articulation of the applicant's career plan.

For more information, see the EVALUATION MATRIX (Appendix 1 of these guidelines).

As part of the selection process for this program, an advisory panel for each application stream will be engaged to provide peer review and funding recommendations to Creative BC staff. This advisory panel will include industry professionals that represent a cross-section of the key demographics of the province and the groups this program is targeting.

Note: Creative BC will also apply an intersectional framework in the decision process that ensures a balance in the selected recipients of diverse perspectives and other equity factors not necessarily mentioned above, such as gender, language and regional representation.

# FUNDING DECISIONS

We anticipate it will take up to 8 weeks to finalize decisions.

All decisions will be confirmed via email. When a project is unsuccessful in its application, a brief explanation can be provided, upon request.

Successful applicants will receive a non-recoupable development advance of up to \$10,000.

# ADVANCE OF FUNDS + CONDITIONS

Projects awarded funding are subject to a contract that will include a payment schedule and specific development deliverables, according to the needs of the project. A completion date will be noted in the contract by which all deliverables should be submitted.

Prior to contracting, Creative BC staff will work with the successful applicant to confirm they have the necessary rights to develop the project, and confirmation of any additional sources of financing not committed at the time of application. Should the applicant not be able to provide this information, the applicant may not be able to proceed to contracting and may have to forfeit their grant.

It is a requirement that filmmakers read and adhere to the guidance provided in [ON SCREEN PROTOCOLS & PATHWAYS](#): A Media Production Guide to Working with First Nations, Métis and Inuit Communities, Cultures, Concepts and Stories.

Successful recipients are required to publicly acknowledge the financial support of Creative BC by placing the logo in the tail credits of the completed production. Projects are also encouraged to acknowledge support on social media.

Should an applicant be placed in default – according to the terms of the contract – this may limit the applicant from accessing further funding from Creative BC. In addition, Creative BC reserves the right to request immediate repayment of any funds advanced.

# QUESTIONS?

Make sure to review the FAQ and Application Checklist on our website.

If you still have any questions about eligibility, or require additional supports to submit your application, please contact:

**JANINE STEELE**

Project Manager, Domestic Motion Picture Fund

[jsteele@creativebc.com](mailto:jsteele@creativebc.com) | 604 730 2230

# APPENDIX 1 - EVALUATION MATRIX

ASSESSMENT CRITERIA	POINTS
<p>APPLICANT:</p> <ul style="list-style-type: none"> <li>• Personal “mosaic of success” statement, articulation of career plan (15)</li> <li>• Capacity, knowledge and background of applicant/key personnel (10)</li> <li>• Additional equity factors (gender balance, language or regional representation) (5)</li> </ul>	30
<p>PROJECT PROPOSAL:</p> <ul style="list-style-type: none"> <li>• Strength and creative quality of project plan (20)</li> <li>• Originality, freshness or uniqueness of story idea (10)</li> <li>• Feasibility of budget and proposed development activities (10)</li> <li>• Reflection of Canadian topics and issues (5)</li> </ul>	45
<p>MARKET AND AUDIENCE POTENTIAL:</p> <ul style="list-style-type: none"> <li>• Articulation of target audience and plan to reach them (10)</li> <li>• Viability of project to move forward into production (10)</li> <li>• Potential impact to reach and speak to Canadian audiences / communities (5)</li> </ul>	25
<p><b>TOTAL POINTS</b></p>	100